



NECA
Boston
2016
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CONVENTION
EDUCATION

Win More Business with
Self-Funded Energy Projects

Win More Business with
Self-Funded Energy Projects

Ramsay Stevens, ECAP
Bruce Trachtenberg, DLL

**This session is eligible for 1 Continuing
Education and 1 Contact Hour.**

For these hours to appear on your certificate, you must:

- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session



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A Little Bit of Background



Vendor Finance



Business segment distinction

Dedicated and responsible team

Industry tailored products & services



Primary areas of investment

Energy efficiency (e.g. CHP, lighting, ESCOs)

Renewable energy & resource conservation (e.g. solar, water, wind)

Innovation / new technologies (e.g. energy storage, waste management)

Clean Technology



Construction & Industrial



Food & Agriculture



Healthcare



Transportation



Office Technology



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The Energy Retrofit Market Opportunity

There are 3,404,800 non-retrofitted commercial buildings in the U.S. under 100,000 square feet and comprising a total of 53 billion square feet that NECA contractors are uniquely positioned to capture.



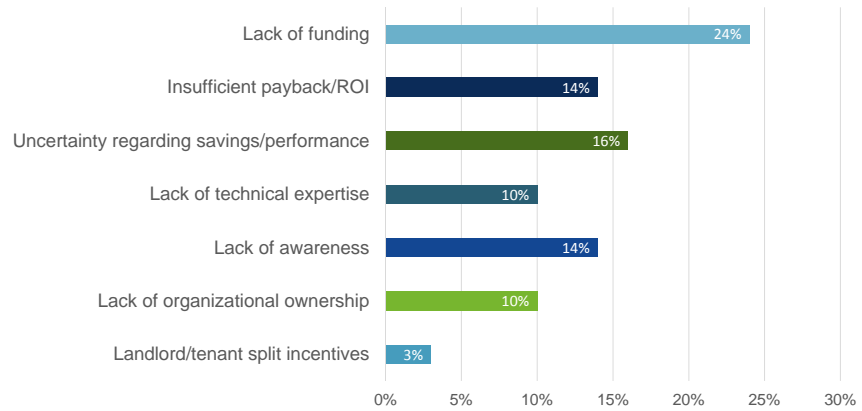
This Equals A \$74.2 Billion Monetization Opportunity

Source: ECAP Analysis drawn from ACEEE, LBL, and EIA



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Top Barriers to Capturing Energy Savings



Source: 2014 Energy Efficiency Indicator North America Survey



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Competition for Internal Funding is Fierce



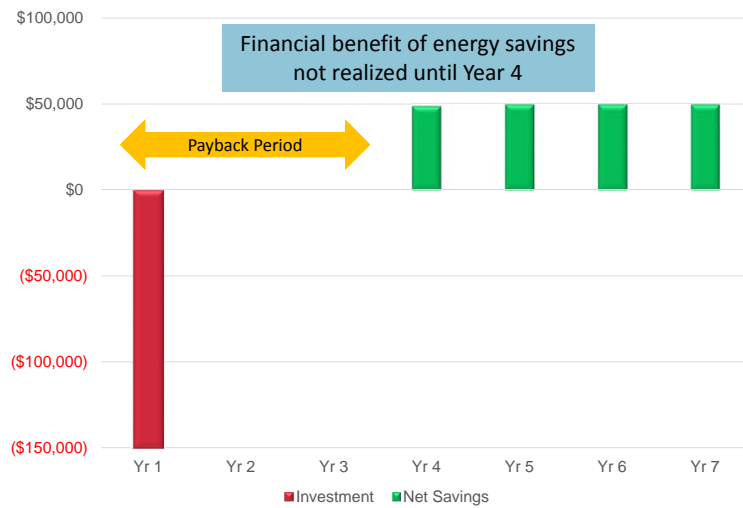
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Self-Funded Project Financing

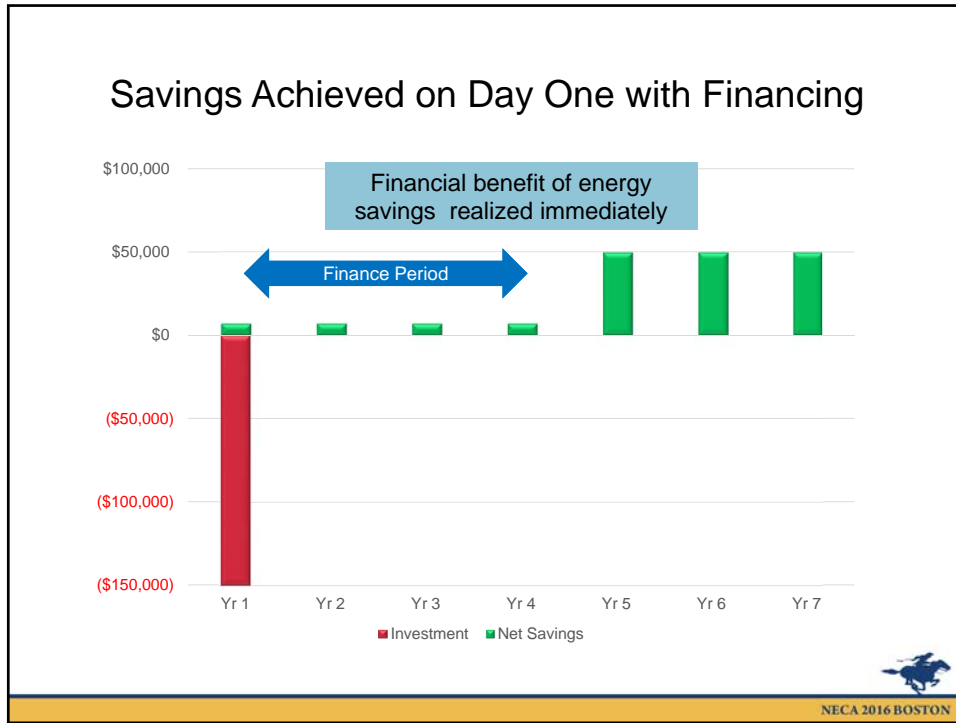


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Delayed Return on Cash-Funded Projects



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Benefits

- Takes away budget restriction objection
- Access to capital after the “economic earthquake”
- 100% project financing, including equipment, installation, disposal of old assets, labor costs and freight
- Customizable terms from 12 to 84 months, which can be structured around energy savings achieved by new system
- Unique programs for Commercial and Government end users
- Customer can take depreciation benefits on the new system immediately
- Progress payment structures available for large, labor intensive projects
- Close project sales NOW!

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Proposing Financed Projects

- Lead with a self-funded model
- Assume the customer has no budget allocated
- Reduce to the ridiculous “dollars per day” concept
- Lean on DLL for help



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Sean is at Your Service



Sean Atwell

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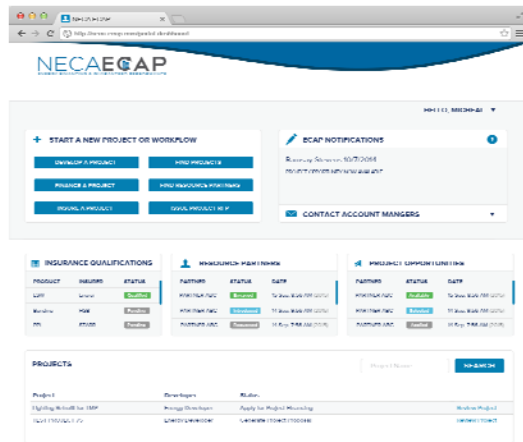
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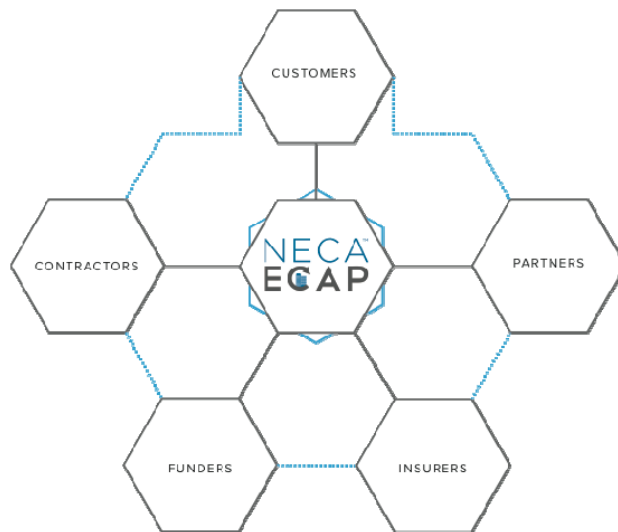
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The New ECAP Platform



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An Entire Network at Your Fingertips



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NECA Member Approved

“Brownell Electric did its first project with the NECA ECAP program this year. Energy Performance Projects can be very cumbersome and usually have many hurdles you need to clear. Working hand and hand with NECA ECAP helped us streamline the process and remove some of these hurdles. We look forward to working with them again in the near future.”

- Ken Brownell, President, Brownell Electric



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Questions?

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Don't forget...

- 9:00 am - 1:00 pm – NECA Show
- 1:15 - 2:30 pm – Closing General Session *with Mick Ebeling*
- 7:15 pm – Closing Celebration



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